



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

# CONTRACT

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>498378 /         |  | <u>Alt Order #</u><br>06366325                         |
| <u>Product</u><br>PRIORITIES USA ACTN          |  |  |
| <u>Contract Dates</u><br>10/30/12 - 11/06/12   |  | <u>Estimate #</u><br>1567                              |
| <u>Advertiser</u><br>ISS/Prior USA Act-LCV VIC |  | <u>Original Date / Revision</u><br>10/31/12 / 10/31/12 |
| <u>Billing Cycle</u><br>EOM/EOC                | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KVVU                         | <u>Account Executive</u><br>Teresa Difuria | <u>Sales Office</u><br>TELEREP-PHIL                    |
| <u>Special Handling</u>                        |  |  |
| <u>Demographic</u><br>Adults 35+               |  |  |
| <u>IDB#</u><br>TV14019                         | <u>Advertiser Code</u><br>321              | <u>Product Code</u><br>340                             |
| <u>Agency Ref</u>                              |  | <u>Advertiser Ref</u>                                  |

And:

Mundy Katowitz Media  
1322 G Street, SE  
Washington, DC 20003  
USA

| *Line         | Ch          | Start Date                  | End Date          | Description        | Start/End Time        | Days            | Length        | Spots/Week        | Rate                | Type        | Spots | Amount      |
|---------------|-------------|-----------------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|-------------|
| N 13          | KVVU        | 11/02/12                    | 11/02/12          | The Dr.Oz Show     | 4-5p                  |                 | :30           |                   |                     | NM          | 0     | \$0.00      |
|               |             | <u>Start Date</u>           | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week:         |             | 10/29/12                    | 11/04/12          | ----1--            |                       |                 |               | 1                 | \$350.00            |             |       |             |
|               | <u>Spot</u> | <u>Ch</u>                   | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |             |
|               | 1           | KVVU                        | 10/29/12-11/04/12 | The Dr.Oz Show     | 4-5p                  | -----F----      | :30           |                   | <del>\$350.00</del> | NM          |       |             |
|               |             | See MG 37.2,37.3            |                   |                    |                       |                 |               |                   |                     |             |       |             |
| N 37          | KVVU        | 11/05/12                    | 11/05/12          | The Dr.Oz Show     | 4-5p                  |                 | :30           |                   |                     | NM          | 2     | \$1,400.00  |
|               |             | <u>Start Date</u>           | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week:         |             | 11/05/12                    | 11/11/12          | 1-----             |                       |                 |               | 1                 | \$350.00            |             |       |             |
|               | <u>Spot</u> | <u>Ch</u>                   | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |             |
|               | 1           | KVVU                        | 11/05/12-11/11/12 | The Dr.Oz Show     | 4-5p                  | M-----          | :30           |                   | <del>\$350.00</del> | NM          |       |             |
|               |             | See MG 37.2,37.3            |                   |                    |                       |                 |               |                   |                     |             |       |             |
|               | 2           | KVVU                        | 11/02/12-11/05/12 | Fox 5 News at 6pm  | M-F 6-630pm           | M-----F----     | :30           |                   | \$1,175.00          | NM          |       |             |
|               | Ⓜ           | MG for 114.1,69.1,13.1,37.1 |                   |                    |                       |                 |               |                   |                     |             |       |             |
|               | 3           | KVVU                        | 11/02/12-11/05/12 | Friends            | M-F 12:05-1:05a       | M-----F----     | :30           |                   | \$225.00            | NM          |       |             |
|               | Ⓜ           | MG for 114.1,69.1,13.1,37.1 |                   |                    |                       |                 |               |                   |                     |             |       |             |
| N 69          | KVVU        | 11/01/12                    | 11/01/12          | The Dr.Oz Show     | 4-5p                  |                 | :30           |                   |                     | NM          | 0     | \$0.00      |
|               |             | <u>Start Date</u>           | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week:         |             | 10/29/12                    | 11/04/12          | ---1---            |                       |                 |               | 1                 | \$350.00            |             |       |             |
|               | <u>Spot</u> | <u>Ch</u>                   | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |             |
|               | 1           | KVVU                        | 10/29/12-11/04/12 | The Dr.Oz Show     | 4-5p                  | ----Th-----     | :30           |                   | <del>\$350.00</del> | NM          |       |             |
|               |             | See MG 37.2,37.3            |                   |                    |                       |                 |               |                   |                     |             |       |             |
| N 114         | KVVU        | 10/31/12                    | 10/31/12          | The Dr.Oz Show     | 4-5p                  |                 | :30           |                   |                     | NM          | 0     | \$0.00      |
|               |             | <u>Start Date</u>           | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week:         |             | 10/29/12                    | 11/04/12          | --1----            |                       |                 |               | 1                 | \$350.00            |             |       |             |
|               | <u>Spot</u> | <u>Ch</u>                   | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |             |
|               | 1           | KVVU                        | 10/29/12-11/04/12 | The Dr.Oz Show     | 4-5p                  | ---W-----       | :30           |                   | <del>\$350.00</del> | NM          |       |             |
|               |             | See MG 37.2,37.3            |                   |                    |                       |                 |               |                   |                     |             |       |             |
| <b>Totals</b> |             |                             |                   |                    |                       |                 |               |                   |                     |             | 124   | \$64,965.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

| <u>Contract / Revision</u> | <u>Alt Order #</u> |
|----------------------------|--------------------|
| 498378 /                   | 06366325           |

| <u>Contract Dates</u> | <u>Product</u>      | <u>Estimate #</u> |
|-----------------------|---------------------|-------------------|
| 10/30/12 - 11/06/12   | PRIORITIES USA ACTN | 1567              |

| <u>Advertiser</u>        | <u>Original Date / Revision</u> |
|--------------------------|---------------------------------|
| ISS/Prior USA Act-LCV VI | 10/31/12 / 10/31/12             |

| <u>Time Period</u>  | <u># of Spots</u> | <u>Gross Amount</u> | <u>Net Amount</u>  |
|---------------------|-------------------|---------------------|--------------------|
| 10/29/12 - 11/06/12 | 124               | \$64,965.00         | \$55,220.25        |
| <b>Totals</b>       | <b>124</b>        | <b>\$64,965.00</b>  | <b>\$55,220.25</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT31/12 17.49  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME MEDIA PLACEMENT \_\_\_\_\_  
SALES PRSN PH- TERESA DIFURIA \_\_\_\_\_

SALES PRSN PH- TERESA DIFURIA

| CLASS: | NATL. | LOCAL | REGIONAL |
|--------|-------|-------|----------|
|--------|-------|-------|----------|

100

[illegible]

DATE OCT31/12 17.49

STA:

PRIORITIES USA ACTION

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| LINE# | :   | :  | :           | :    | :   | :    | DATE       | DATE     | :        | :         | :    | SPTS:     |

AGENCY EST# = 1567

○

|            |     |    |
|------------|-----|----|
| PROGRAM :  | DR. | OZ |
| CON COM1 : | DR. | OZ |

217.49  
1-TV \*\*\*

REP HEADLINE# 6366325 TRF# 498378  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 17.49  
 \*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

|     |   |  |           |    |  |            |      |      |   |  |     |   |
|-----|---|--|-----------|----|--|------------|------|------|---|--|-----|---|
| 148 | A |  | 600P-630P | 30 |  | \$1,175.00 | 11/2 | 11/5 | 1 |  | F,M | 1 |
|-----|---|--|-----------|----|--|------------|------|------|---|--|-----|---|

PROGRAM : NEWS  
 ORD COM1 : SOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE  
 THIS IS A MAKE-GOOD FOR NOV2 ON LINE-13 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR NOV1 ON LINE-69 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR OCT31 ON LINE-114 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR NOV5 ON LINE-37 FOR 1 SPOT/WK

|     |   |  |            |    |  |          |      |      |   |  |     |   |
|-----|---|--|------------|----|--|----------|------|------|---|--|-----|---|
| 149 | A |  | 1205A-105A | 30 |  | \$225.00 | 11/2 | 11/5 | 1 |  | F,M | 1 |
|-----|---|--|------------|----|--|----------|------|------|---|--|-----|---|

PROGRAM : FRIENDS  
 ORD COM1 : SOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE  
 PART OF A MAKEGOOD MADE UP OF LINES 148-149

|    |   |  |           |    |  |          |      |      |   |  |     |   |
|----|---|--|-----------|----|--|----------|------|------|---|--|-----|---|
| 37 | S |  | 400P-500P | 30 |  | \$350.00 | 11/5 | 11/5 | 0 |  | MON | 0 |
|----|---|--|-----------|----|--|----------|------|------|---|--|-----|---|

PROGRAM : DR. OZ  
 CON COM1 : DR. OZ

|    |   |  |           |    |  |          |      |      |   |  |     |   |
|----|---|--|-----------|----|--|----------|------|------|---|--|-----|---|
| 69 | S |  | 400P-500P | 30 |  | \$350.00 | 11/1 | 11/1 | 0 |  | THU | 0 |
|----|---|--|-----------|----|--|----------|------|------|---|--|-----|---|

PROGRAM : DR. OZ  
 CON COM1 : DR. OZ

|     |   |  |           |    |  |          |       |       |   |  |     |   |
|-----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|
| 114 | S |  | 400P-500P | 30 |  | \$350.00 | 10/31 | 10/31 | 0 |  | WED | 0 |
|-----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|

PROGRAM : DR. OZ  
 CON COM1 : DR. OZ

STATION MAKEGOOD OFFERS:  
 M26 OK'D BUY#13 MISSED:FRI/400P-500P NOV2 30S \$350.00 (OCT31/12)  
 BUY#69 THU/400P-500P NOV1 30S \$350.00  
 BUY#114 WED/400P-500P OCT31 30S \$350.00  
 BUY#37 MON/400P-500P NOV5 30S \$350.00

OFFER:F,M/600P-630P NOV2 30S \$1,175.00 PLS ADVISE.  
 & F,M/1205A-105A NOV2 30S \$225.00  
 CMT:SOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE

NOV/12 64965.00

CONTRACT TOTAL 64965.00  
 TOTAL SPOTS 124

REP HEADLINE# 6366325 TRF# 498378  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 17.49  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

| LINE# | REP   | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-------|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
| :     | LINE# | :  | :           | :    | :   | :    | DATE       | DATE     | /WK     | INVT      | :    | SPTS      |

MARKET TOTALS \$360,916 KVVU 18% KSNV 23% KLAS 19% KTNV 22% KVMY 9% KVCW 5% CABL 0%  
KTUD 4%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE